

Listing of Claims:

1. (previously presented) A method, comprising:
providing a broadcast segment as part of an interactive television transmission via a first screen;
responsive to a first command received from a user input device, storing information associated with a transaction related to the broadcast segment that is capable of being conducted via a second screen, wherein the transaction is comprised of a plurality of portions, each portion having at least one action associated therewith, and wherein storing information associated with the transaction includes storing information associated with the portions of the transaction;
responsive to a second command received from the user input device and subsequent to providing at least a portion of the broadcast segment, retrieving the stored information associated with the transaction and providing content related to the broadcast segment; and
repeatedly storing and retrieving information associated with the transaction in response to receipt of the first and second commands, respectively, permitting the actions associated with the portions of the transaction to be completed at different intervals between which at least a portion of the broadcast segment is provided until the transaction is completed.
2. (original) The method of claim 1 wherein the first and second screens comprise screens that are capable of being presented by a television set.
3. (original) The method of claim 1 wherein the first and second screens comprise screens that are capable of being presented by a computer.

4. (original) The method of claim 1 wherein providing the content related to the broadcast segment in response to the second command includes presenting at least some of the content via the second screen.

5. (original) The method of claim 1 wherein at least some of the information associated with the transaction is capable of being entered via the user input device in cooperation with the second screen.

6. (previously presented) An article of manufacture, comprising:
a machine-readable medium having instructions stored thereon to:
receive a broadcast segment as part of an interactive television transmission
and present the broadcast segment via a first screen;

responsive to a first command received from a user input device, store information associated with a transaction related to the broadcast segment that is capable of being conducted via a second screen, wherein the transaction is comprised of a plurality of portions, each portion having at least one action associated therewith, and wherein storing information associated with the transaction includes storing information associated with the portions of the transaction;

responsive to a second command received from the user input device and subsequent to providing at least a portion of the broadcast segment, retrieve the stored information associated with the transaction and provide content related to the broadcast segment; and

repeatedly store and retrieve information associated with the transaction in response to receipt of the first and second commands, respectively, permitting the actions associated with the portions of the transaction to be completed at different

intervals between which at least a portion of the broadcast segment is provided until the transaction is completed.

7. (original) The article of manufacture of claim 6 wherein the first and second screens comprise screens that are capable of being presented by a television set.

8. (original) The article of manufacture of claim 6 wherein the first and second screens comprise screens that are capable of being presented by a computer.

9. (original) The article of manufacture of claim 6 wherein the instructions to provide the content related to the broadcast segment in response to the second command includes presenting at least some of the content via the second screen.

10. (original) The article of manufacture of claim 6 wherein at least some of the information associated with the transaction is capable of being entered via the user input device in cooperation with the second screen.

11. (currently amended) A client apparatus for an interactive television, the client apparatus comprising:

a communication interface to receive supplemental information as part of a broadcast segment in an interactive television transmission and to present the broadcast segment and supplemental information via a first screen;

a processor responsive to a first command received via the communication interface from a user input device to trigger storage of data associated with a transaction related to the broadcast segment that is capable of being conducted via a second screen, wherein the transaction is comprised of a plurality of portions, each portion having at least one action associated therewith, and wherein storing information associated with the transaction includes storing information associated with the portions of the transaction; and

a storage unit to store the data associated with the transaction related to the broadcast segment and to store at least a portion of the supplemental information in response to the first command, the processor being responsive to a second command, received via the communication interface from the user input device and subsequent to display of at least a portion of the broadcast segment, to retrieve the stored data and at least some of the stored supplemental information from the storage unit and to provide the retrieved data and supplemental information for viewing by an end user,

the processor being configured to thereafter repeatedly store and retrieve information associated with the transaction in response to receipt of the first and second commands, respectively, permitting the actions associated with the portions of the transaction to be completed at different intervals between which at least a portion of the broadcast segment is provided until the transaction is completed.

12. (original) The client apparatus of claim 11 wherein the first and second screens are capable of being presented by a television set.

13. (original) The client apparatus of claim 11 wherein the processor is responsive to another command received from the user input device to display the second screen.

14. (original) The client apparatus of claim 11 wherein the processor is capable to provide at least some of the retrieved data and supplemental information via the second screen.

15. (original) The client apparatus of claim 11 wherein at least some of the data associated with the transaction is capable of being entered via the user input device in cooperation with the second screen.

16. (currently amended) A system, comprising:

a television network connectable to a communication network to provide a broadcast segment, having supplemental information, as part of an interactive television transmission via a first screen; and

a client terminal coupleable to the television network, the client terminal including:

a communication interface to receive the supplemental information as part of the broadcast segment;

a processor responsive to a first command received via the communication interface from a user input device to trigger storage of data associated with a transaction related to the broadcast segment that is capable of being conducted via a second screen, wherein the transaction is comprised of a plurality of portions, each

portion having at least one action associated therewith, and wherein storing information associated with the transaction includes storing information associated with the portions of the transaction; and

a storage unit to store the data associated with the transaction related to the broadcast segment and to store at least a portion of the supplemental information in response to the first command, the processor being responsive to a second command, received via the communication interface from the user input device and subsequent to display of at least a portion of the broadcast segment, to retrieve the stored data and at least some of the stored supplemental information from the storage unit and to provide the retrieved data and supplemental information for viewing by an end user,

the processor being configured to thereafter repeatedly store and retrieve information associated with the transaction in response to receipt of the first and second commands, respectively, permitting the actions associated with the portions of the transaction to be completed at different intervals between which at least a portion of the broadcast segment is provided until the transaction is completed.

17. (original) The system of claim 16 wherein the first and second screens are capable of being presented by a television set coupled to the client terminal.

18. (original) The system of claim 16 wherein the processor is responsive to another command received from the user input device to display the second screen.

19. (original) The system of claim 16 wherein the processor is capable to provide at least some of the retrieved data and supplemental information via the second screen.

20. (original) The system of claim 16 wherein at least some of the data associated with the transaction is capable of being entered via the user input device in cooperation with the second screen.